Fall 2019 Credit Enrollment Update

September 30, 2019

Introduction

CCC's implementation of a payment deadline prior to the start of term significantly impacted enrollments in Fall 2019. Fall semester enrollment declined 10% year-to-year; most of this decline was due to students not meeting the payment deadline. This decline comes on the heels of a period of flat enrollment trends.

CCC established a deadline for students to pay or demonstrate that they had a way to pay tuition (through financial aid, scholarships, waivers, third-party payers, payment plan) prior to the deadline:
- The initial deadline for payment was set for two-weeks prior to the start of classes.
- Students who enrolled in classes after the initial deadline had a rolling deadline of three calendar days after enrollment.
- Students who did not meet their enrollment deadlines were dropped from their classes, though they then had the opportunity to re-enroll up to the enrollment deadline.

Until 2016, CCC had utilized a 48-hour "drop clock" to enforce tuition payment. Since 2016, there had been no formal payment deadline in place for students. As a result, in previous fall semesters, approximately 15% of students ended the term with delinquency holds.

The re-establishment of a payment deadline shifts the issue of payment to the beginning of the term when we have the greatest chance to address financial challenges in a positive and proactive manner. Going forward, CCC is committed to learning and adjusting *how* a payment deadline is applied and students are supported.
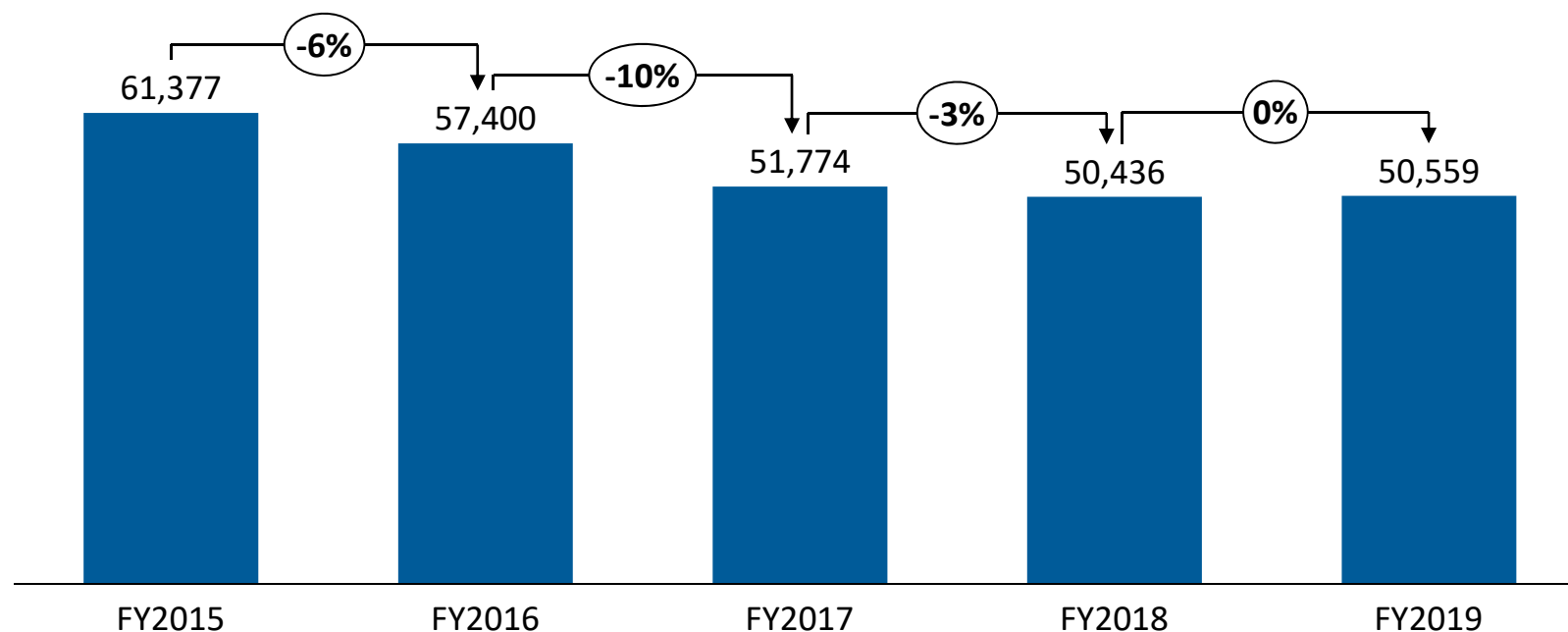
Executive Summary

- **After declines in credit enrollment, overall headcount credit enrollment was flat between FY2018 and FY2019 (FY2019 is comprised of Summer 2018, Fall 2018, and Spring 2019).**

- **Fall 2019 (part of FY2020) census headcount is down 10% compared to Fall 2018, and would be down at least 1% without drops for nonpayment**
  - Fall 2019 credit hour production is also down 10% compared to the same day last year

- **1 in every 10 students was dropped for non-payment in Fall 2019 and was unable to successfully re-enroll**

- **Of students dropped for non-payment, 47% (2,634) were able to successfully re-enroll**

- **CCC supported students to register and meet the payment deadline through:**
  - Increased access to scholarships
  - Increased time to register and more mini-session offerings
  - $750 per student per term emergency fund.

- **Student no-shows declined significantly in Fall 2019, likely due, in part, to the payment deadline.**

After declines in headcount enrollment in credit courses, overall enrollment was flat between FY2018 and FY2019

- Note: A fiscal year of enrollment comprises Summer, Fall, and Spring, e.g. FY2019 includes Summer 2018, Fall 2018, and Spring 2019
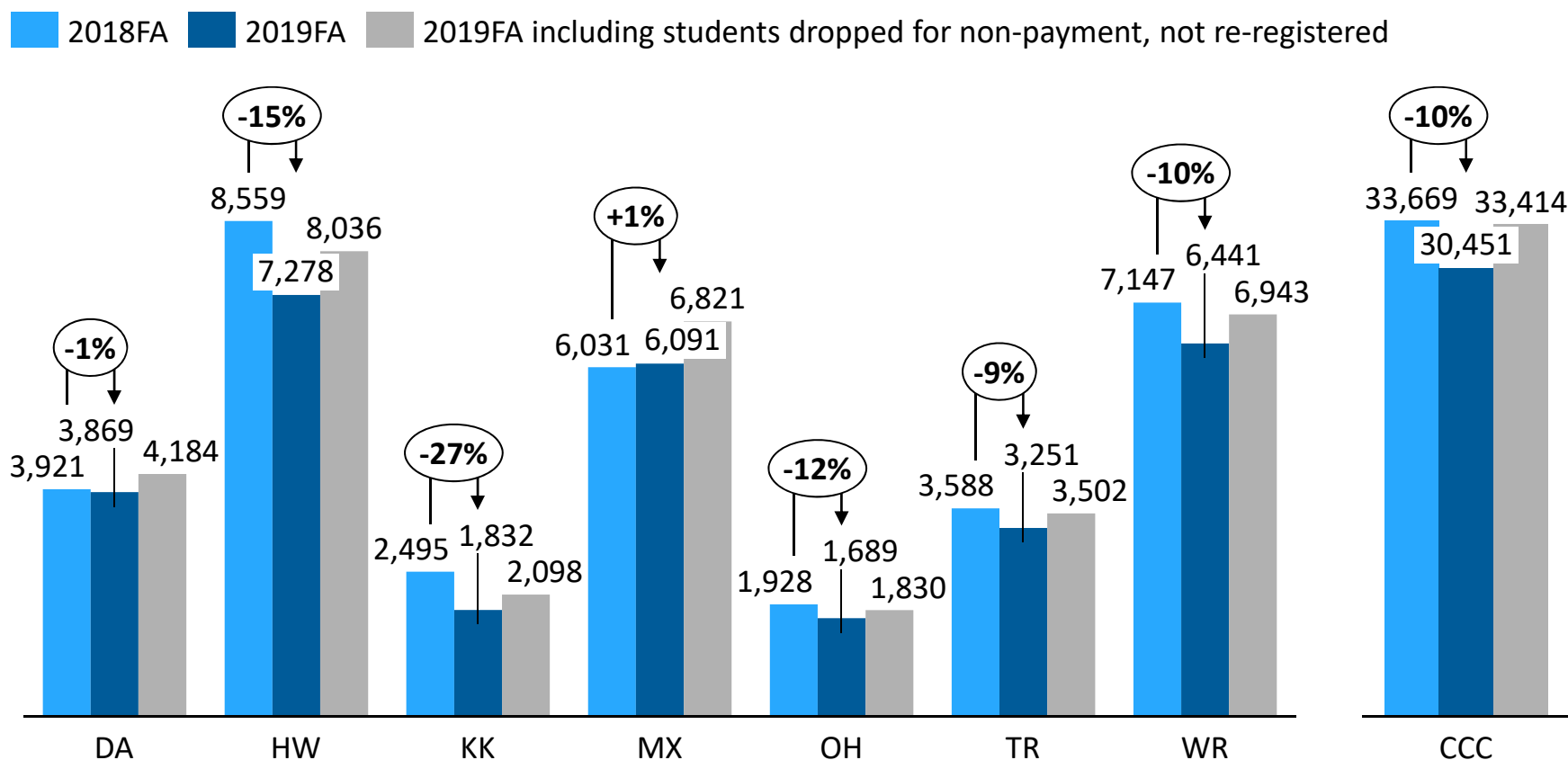
FY2015 to FY2019 Unduplicated Headcount Enrollment in Credit Courses

Source: CCC 5YR Scorecard & OpenBook, Student Terms / accessed 08/06/2019

Fall 2019 census enrollment is down 10% compared to Fall 2018, and would be down at least 1% without drops for nonpayment

FA2018 & FA2019: Unduplicated Credit Headcount By Home College*

Legend: ■ 2018FA ■ 2019FA ■ 2019FA including students dropped for non-payment, not re-registered

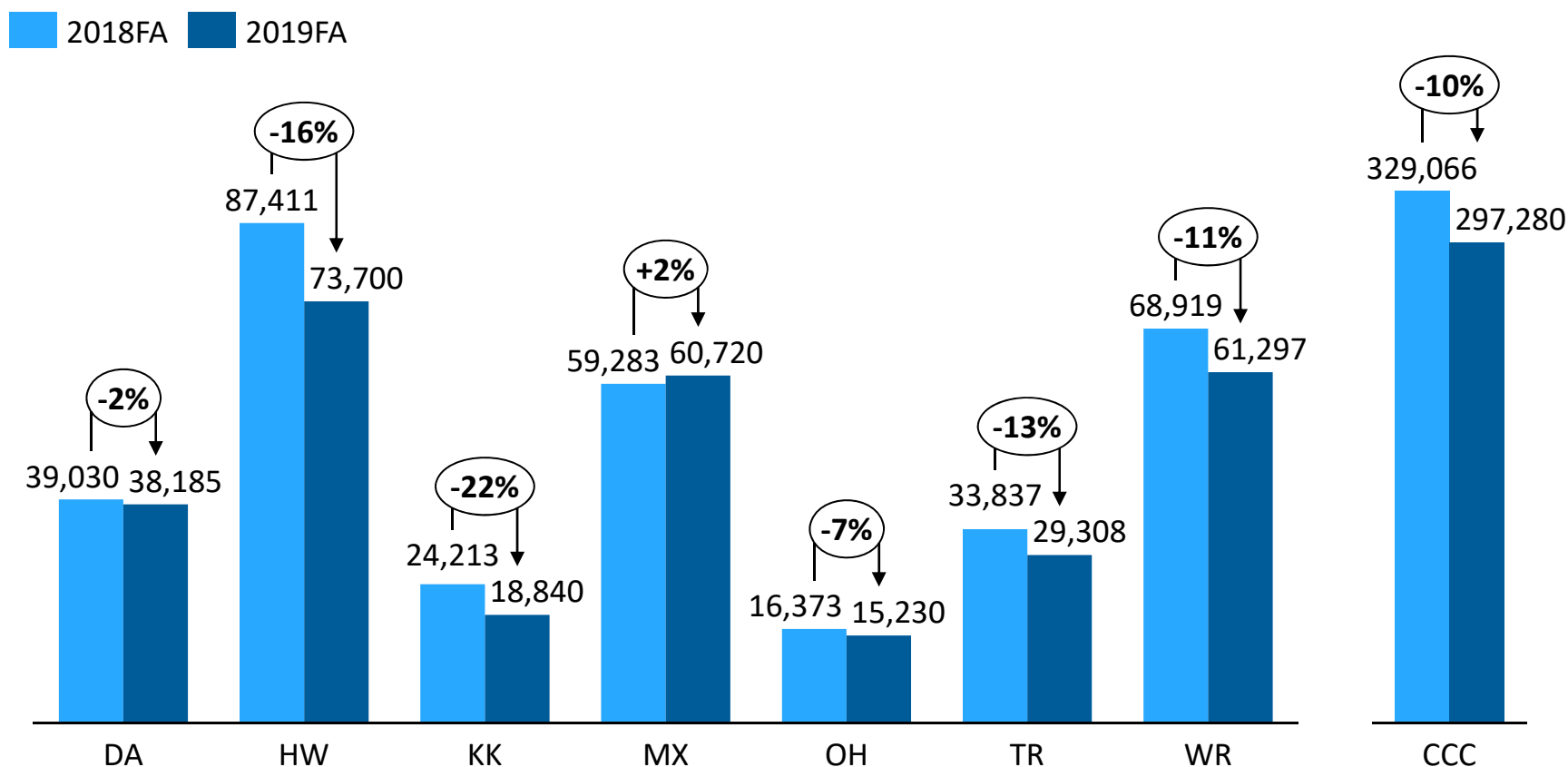| College	2018FA	2019FA	2019FA incl. dropped	%
DA	3,921	3,869	4,184	-1%
HW	8,559	7,278	8,036	-15%
KK	2,495	1,832	2,098	-27%
MX	6,031	6,091	6,821	+1%
OH	1,928	1,689	1,830	-12%
TR	3,588	3,251	3,502	-9%
WR	7,147	6,441	6,943	-10%
CCC	33,669	30,451	33,414	-10%

*As of ICCB Fall Enrollment Census
Source: Fall 2018 Census Enrollment by Career & OpenBook, Student Terms and Classes / accessed 09/30/2019

Fall 2019 credit hour production is also down 10% compared to the same day last year

FA2018 & FA2019: Credit Hour Production By Home College*

Legend: 2018FA (light blue) 2019FA (dark blue)

College	2018FA	2019FA	Change
DA	39,030	38,185	-2%
HW	87,411	73,700	-16%
KK	24,213	18,840	-22%
MX	59,283	60,720	+2%
OH	16,373	15,230	-7%
TR	33,837	29,308	-13%
WR	68,919	61,297	-11%
CCC	329,066	297,280	-10%

*As of ICCB Fall Enrollment Census
Source: Fall 2018 Census Enrollment by Career & OpenBook, Student Terms and Classes / accessed 09/30/2019

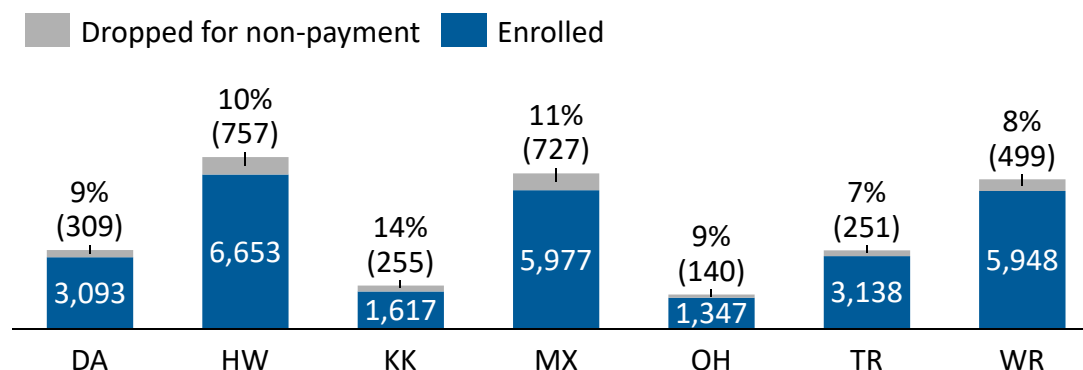# 1 in every 10 students was dropped for non-payment in Fall 2019 and was unable to successfully re-enroll*
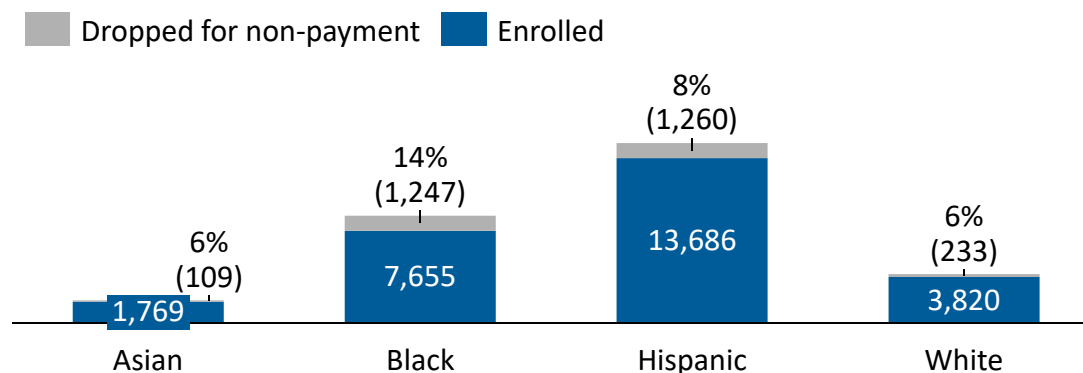
Insights

- **Kennedy-King:** 14% of students were dropped for non-payment, 255 of 1,872 students

- **Black students:** Black students account for 28% of Fall 2019 enrollment and 42% of drops for non-payment

- **Hispanic students:** Hispanic students account for 49% of Fall 2019 enrollment and 43% of drops for non-payment.

Fall 2019 Enrollment with drops by Home College*

■ Dropped for non-payment   ■ Enrolled

College	% Dropped	(Count)	Enrolled
DA	9%	(309)	3,093
HW	10%	(757)	6,653
KK	14%	(255)	1,617
MX	11%	(727)	5,977
OH	9%	(140)	1,347
TR	7%	(251)	3,138
WR	8%	(499)	5,948

Fall 2019 Enrollment with drops by Ethnicity*

■ Dropped for non-payment   ■ Enrolled

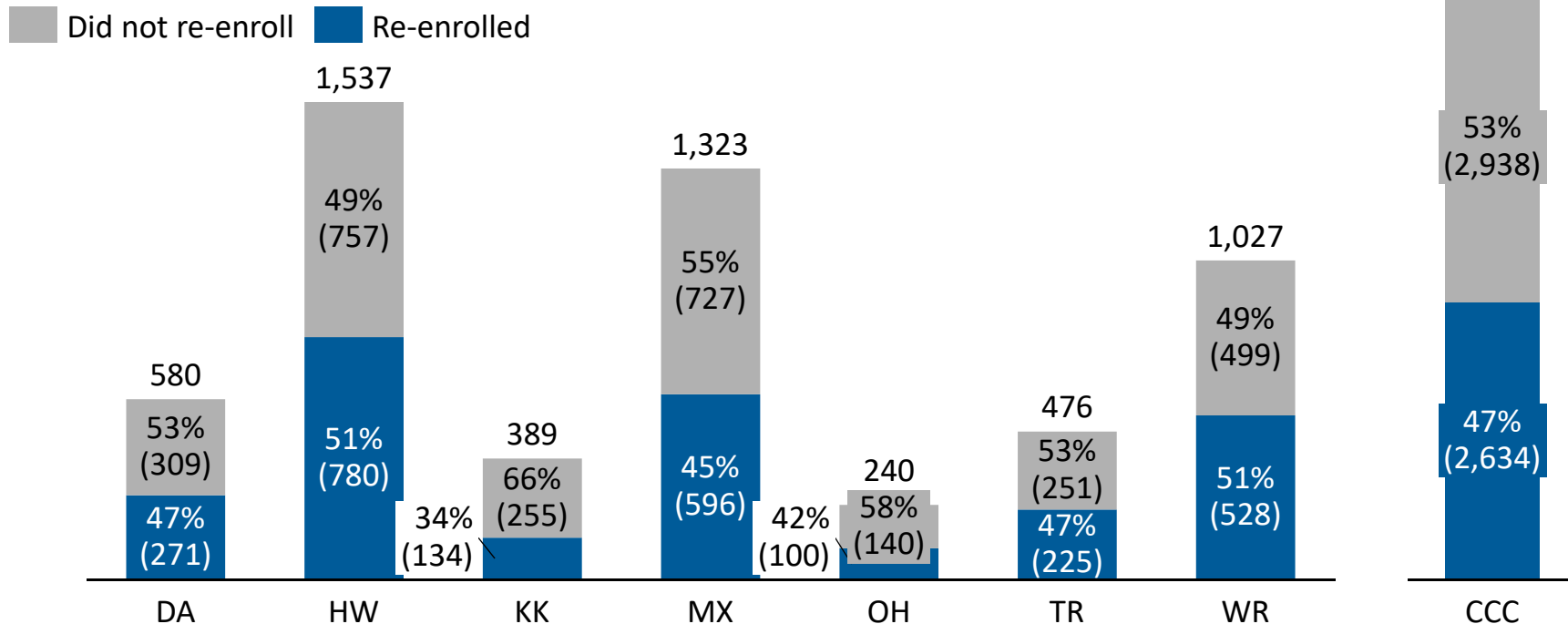| Ethnicity	% Dropped	(Count)	Enrolled
Asian	6%	(109)	1,769
Black	14%	(1,247)	7,655
Hispanic	8%	(1,260)	13,686
White	6%	(233)	3,820

*As of ICCB Fall Enrollment Census; Excludes Early College
Source: OpenBook, Student Terms and Classes / accessed 09/30/2019

Of students dropped for non-payment, 47% (2,634) were able to successfully re-enroll*

- 2,938 students were dropped for non-payment in Fall and unable to re-enroll.
- Although 47% of students were able to re-enroll, this varies significantly by college.

Fall 2019 Enrollment with drops by Home College*

Legend: ■ Did not re-enroll ■ Re-enrolled

College	Total	Did not re-enroll	Re-enrolled
DA	580	53% (309)	47% (271)
HW	1,537	49% (757)	51% (780)
KK	389	66% (255)	34% (134)
MX	1,323	55% (727)	45% (596)
OH	240	58% (140)	42% (100)
TR	476	53% (251)	47% (225)
WR	1,027	49% (499)	51% (528)
CCC	5,572	53% (2,938)	47% (2,634)

*As of ICCB Fall Enrollment Census; Excludes Early College
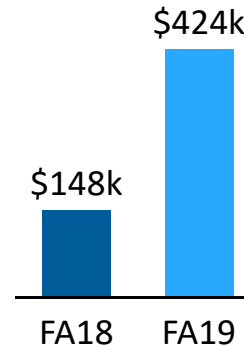Source: OpenBook, Student Terms and Classes / accessed 09/30/2019

CCC is supporting students to enroll and meet the payment deadline through:

Dollars Awarded, FA18-FA19

Students Awarded (FA19)
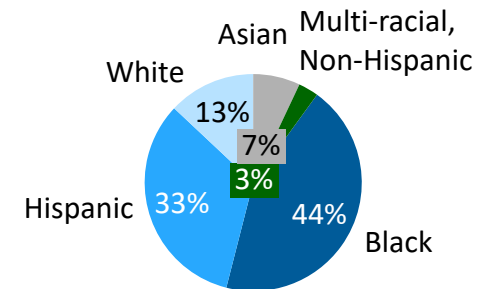
N = 328

Increased access to scholarships

- Amount **awarded almost tripled** compared to FA18
- Equity lens applied in determining awards numbers
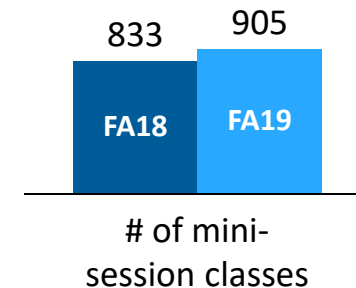- An **additional $130k** made available for mini sessions

$424k

$148k

FA18   FA19

White 13%
Asian
Multi-racial, Non-Hispanic
7%
3%
Hispanic 33%
44%
Black

Increased time to register and mini-session offerings

- Registration deadline extension allowed **823 additional students** to register for the 16 week session
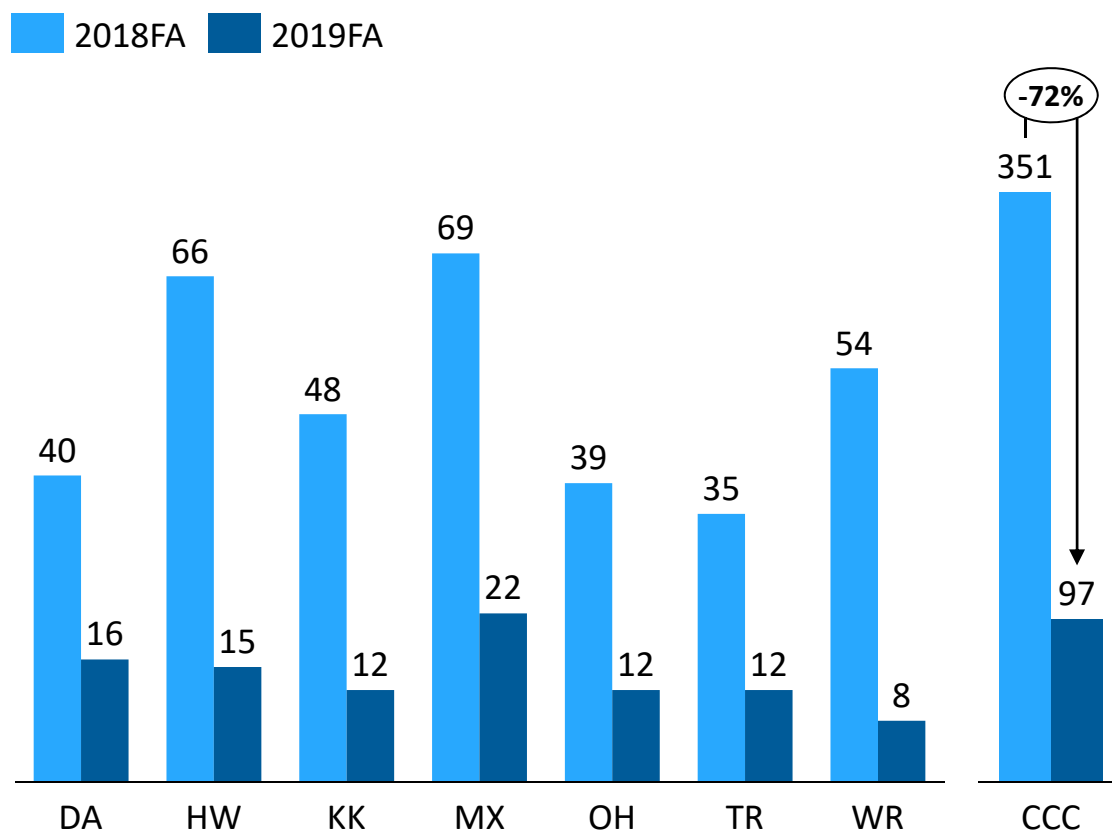- In Fall 2019, there are **72 additional mini-session classes** compared to FA18

833   905

FA18   FA19

# of mini-session classes

Emergency Fund

- **$500,000 in emergency funds** are available
- $750 per student per term from emergency fund

Source: CCC Foundation & OpenBook, Student Terms and Classes / accessed 09/30/2019

Student no shows declined dramatically in Fall 2019, likely due, in part, to the payment deadline

Credit Students Who No-showed All Classes By Home College

2018FA   2019FA

-72%

351

	DA	HW	KK	MX	OH	TR	WR	CCC
2018FA	40	66	48	69	39	35	54	351
2019FA	16	15	12	22	12	12	8	97

Notes

- No-shows (NSWs) for all classes declined by more than 70% in Fall 2019.

Source: OpenBook, Student Classes / accessed 09/30/2019

Looking forward

CCC is committed to learning from the experience of the Fall 2019 enrollment cycle. Inquiry will include the following topics:
- Timing of payment deadline(s)
- Alignment of payment deadline(s) with financial aid and scholarship processes
- Utilization of emergency fund to support tuition payments
- Understanding the approximately 2,930 students who were dropped for non-payment and did not re-enroll
- Communications and outreach to students impacted by payment deadline

Outreach Efforts

We are actively engaged in a comprehensive, multi-pronged approach to segmenting students dropped for non-payment, understanding their circumstances/barriers to enrollment, and assisting them with Spring 2020 enrollment *

1 **STUDENT IDENTIFICATION & SEGEMENTATION**

Identify segments of students by enrollment related attributes to delineate strategic outreach efforts

- **Anticipated Payment Type**

Financial Aid, Self-Pay, Third Party etc.

- **Financial Aid Status**

Pell-eligible, All Fin. Aid checklist items completed, Fin. Aid checklist items missing etc.

- **SAP (Satisfactory Academic Progress) Status**
- **Other Registration Hold Status**
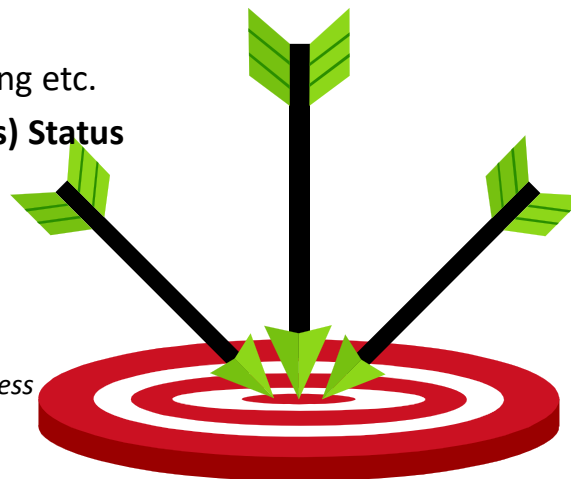
2 **GATHER ADDITIONAL INSIGHTS**

Conduct qualitative & quantitative analysis to uncover factors that contributed to non-enrollment

*Ongoing process

TARGETED SPRING **3** **ENROLLMENT OUTREACH**

- Outbound Call-Center Outreach
- Targeted Email Campaigns
- Text & Robo-call Campaigns
- Financial Aid Outreach and Communication About Award Packaging & Checklist Items
- Collaborative District Office, College Advisor, & Financial Aid Staff Outreach Assisting Students With SAP Appeals
- Advisor Outreach To Address Other Enrollment Barriers
- Foundation Staff Outreach
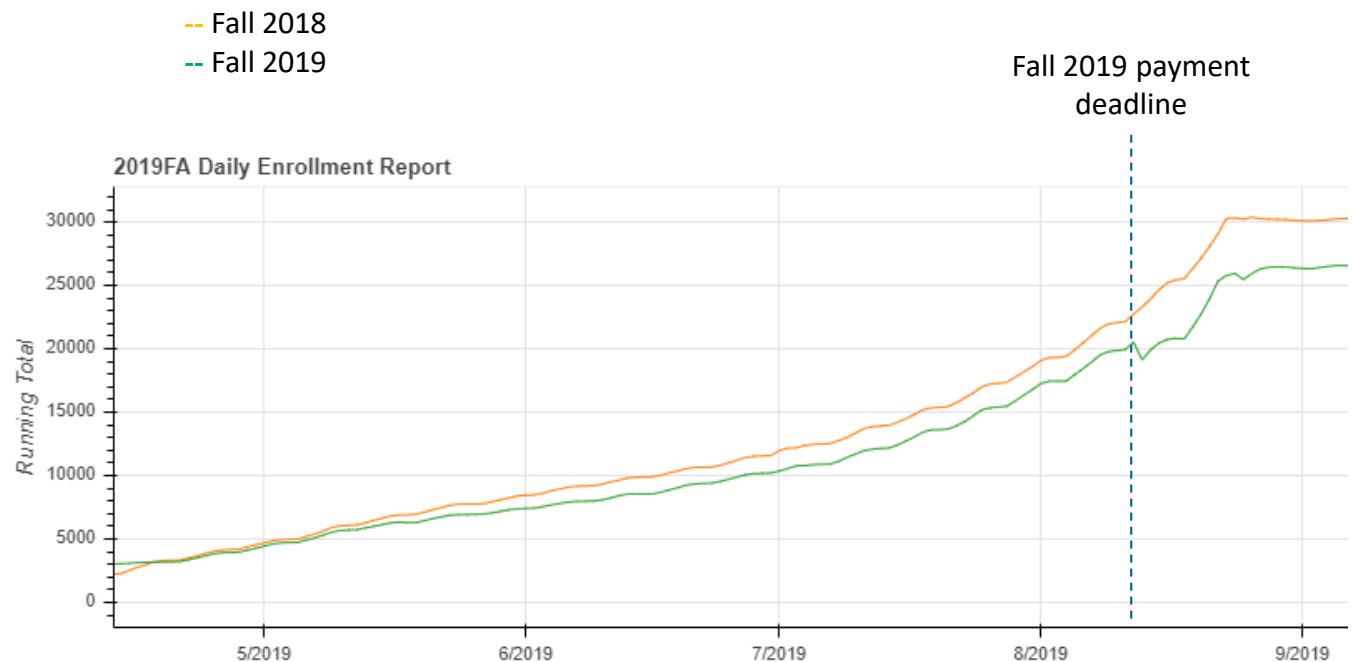- Specialized Registration Events

Goal: Leverage technology and high-touch supports to reach students dropped for non-payment in Fall 2019 to facilitate successful Spring 2020 enrollment (*address any barriers or outstanding items*)

10/1/2019

In Fall 2019, approximately 20% of students registered on or after the payment deadline

Immediate opportunity area:

- How can we encourage students to register early?

- NOTE: Multiple analyses at CCC have found lowered course success rates for students who register close to the registration deadline.

2019FA Daily Enrollment

-- Fall 2018
-- Fall 2019

Fall 2019 payment deadline

2019FA Daily Enrollment Report

Source: CCC Daily Enrollment Dashboard, accessed 09/25/2019. Regular 16 week session enrollment, excluding Dual Credit.

Background

- Public Act 101-0007 provided for $18.7 million dollars to respond to the increasing need to ensure workforce equity for African Americans in Illinois.

- In fiscal year 2017, the Illinois Community College Underrepresented Report noted that across all minority groups in 2017, minority Career and Technical Education (CTE) program graduates accounted for 34% of completers. Among these, only 12% were African Americans.

- The purpose of this grant is to create, support, or expand short-term workforce (credit and/or noncredit) training opportunities in high-need communities focused on specific sectors with identified workforce gaps.

- African American participants must represent a minimum of 60% of the population proposed to be served through this grant.

CITY COLLEGES
of CHICAGO

City Colleges Approach

- In collaboration with each of our colleges, City Colleges submitted 5 applications for distinct programming available at 5 of our 7 colleges. They included:

  - Kennedy-King College
  - Malcolm X College
  - Olive-Harvey College
  - Richard J. Daley College
  - Wilbur Wright College

- 4 of 5 submissions were awarded, for a total of $5.5 million.

CITY COLLEGES
of CHICAGO

Kennedy-King College - $1.5 million

- Key Short-term Training Programs:
  - Automotive
  - Welding
  - Masonry
  - Cyber-security
  - Cloud security
- Requested Items:
  - Tuition, books, and transportation supports
  - Specialty program supplies and exam costs (for students)
  - Equipment upgrades
  - Instructional costs
  - Program administration

Malcolm X College - $1.5 million

- Key Short-term Training Programs:
    - Cyber-security
    - Community Health Worker
    - Emergency Medical Technician
    - Personal Fitness Trainer
    - Phlebotomy
    - Sterile Processing
- Requested Items:
    - Tuition, books, and transportation supports
    - Specialty program supplies and exam costs (for students)
    - Equipment upgrades
    - Instructional costs
    - Student support technology
    - Program administration
    - Community partner resource

CITY COLLEGES of CHICAGO

Olive-Harvey College - $1.5 million

- Key Short-term Training Programs:
    - CDL
    - Forklift
    - Automotive/Diesel Mechanic
    - Aviation Technician
    - Cannabis pilot
- Requested Items:
    - Tuition, books, and transportation supports
    - Specialty program supplies and exam costs (for students)
    - Equipment upgrades
    - Instructional costs
    - Student support programs
    - Program administration
    - Community partner resource

CITY COLLEGES®
of CHICAGO

Wright College - $1 million

- Key Short-term Training Programs:
  - Cyber-security
  - Networking
  - Web Development
  - CNC Machining
  - Criminal Justice
- Requested Items:
  - Tuition, books, and transportation supports
  - Specialty program supplies and exam costs (for students)
  - Equipment upgrades
  - Instructional costs
  - Childcare support resource

Implementation

- Time period: September 18, 2019 to September 17, 2020
- Funding in process
- Program marketing and launches